



Youth Recruitment Planner

Recruiting for an intentionally designed summer learning program differs from recruiting for a program that does not target specific groups of at-risk students. For this reason, leaders must go beyond the traditional outreach strategies such as flyers, posters and public announcements. The goal is to first enroll the targeted students and then open enrollment to other students as you have availability. Use the strategies listed below or create your own recruitment strategies, and plan implementation of the strategies on the chart below.

Questions for planning:

- Who are your targeted students?
- How many students of each grade/age do you want to recruit?
- Any special needs/interests based on academics or enrichment?
- Who will help you recruit?

Strategy	Action Steps	Materials/Costs	Responsible Person	Completion Date
Create a theme for your program and offer special invitations to students you want to attend. (This might be a “golden ticket.”) You want students to see their enrollment as a privilege.				
Conduct home visits to share the goals of the program with families and provide information on how it will help them (free, safe, engaging care for their child while they work).				
Enlist school-day teachers to help you recruit students by creating excitement for the program.				
Enlist students who have already enrolled to help enroll friends who also need to come.				



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